VIRGINIA SLIMS

MEDIA REVIEW

1991-1993

AGENDA

- Historical Perspective 1991-1993
  - flighting
  - Comp reach frequency
  - units

- 1992
  - strategy changes -- move to impact units

- 1993
  - V-Wear -

- Competitive

By year / Flowchart
- spending & R/F
  key other
  units
- what others did

highlights of year

ex. [illegible]

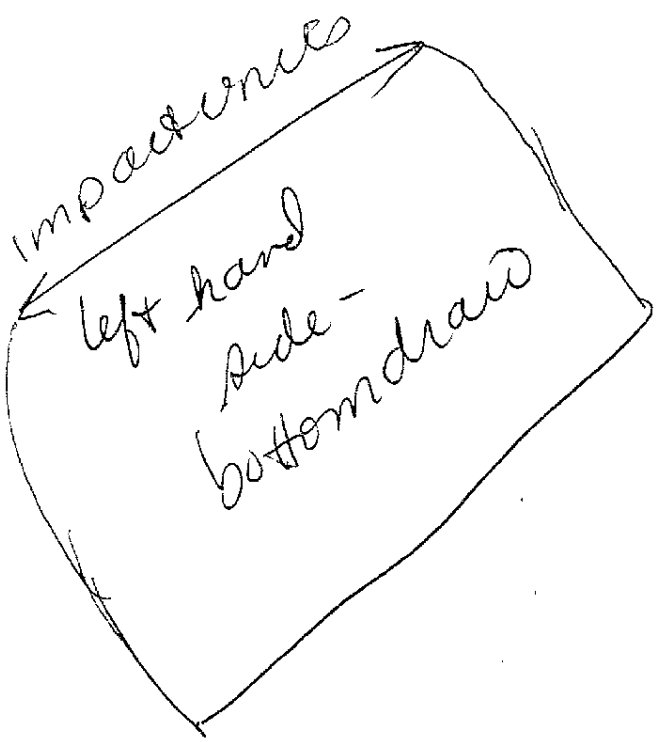
- samples of media del
  ads/promotion

Issues for '94

2060312895

Source: https://www.industrydocuments.ucsf.edu/docs/rnxn0004

VIRGINIA SLIMS
MEDIA
HISTORICAL PERSPECTIVE
1992 - 1993



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Source: https://www.industrydocuments.ucsf.edu/docs/rnxn0004

AGENDA

- HISTORICAL PERSPECTIVE
- 1992
  - IMPACT UNITS
  - ~~MAGIC~~ UNITS
  - ~~#~~ MAGAZINES
    - EXECUTED
    - DRAWING BOARD (REJECTED)

1993

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Source: https://www.industrydocuments.ucsf.edu/docs/rnxn0004